

Digital Transformation Playbook:

Leverage Technology to Innovate Your Business

6 WEEKS | ONLINE PROGRAM



Develop Your Digital Transformation Mindset

The right digital technologies unlock potential for growth, operational efficiencies, and profitability. Leaders need to develop a first-hand understanding of the technology available to solve business problems and then establish a reliable way to assess the technology's usefulness in achieving business goals.

The faculty at Stanford Graduate School of Business designed the **Digital Transformation Playbook: Leverage Technology to Innovate Your Business** certificate program with two objectives in mind:

1

To help you explore the opportunities to bridge business needs with technology in order to achieve the greatest ROI.

2

To equip you with technical knowledge, strategic frameworks, and leadership best practices to design and successfully execute your digital transformation initiatives.

Program Walkthrough



Live
sessions



Manageable time
investment
(4–6 hours/week)



Access to Stanford
Graduate School of Business
proprietary strategy tools
and frameworks



Playbook assignments
for you to apply
learnings to your
own role or industry



Networking with
global peers



Featured case study
and cross-industry
examples



Knowledge checks to
ensure understanding of
the program material



Certificate of Completion
from Stanford Graduate
School of Business

Key Takeaways

- **DEMYSTIFY THE TECH:** Discover the endless application possibilities of AI and ML, cloud, automation, IoT, and AR, and VR technologies to support digital transformation initiatives. Build your vocabulary to communicate more effectively with technical specialists.
- **LEVERAGE THE TECH:** Evaluate the capabilities of these technologies to create organizational value.
- **DEVELOP YOUR STRATEGY:** Develop strategies for shaping organizational culture and capabilities to achieve digital transformation.






*Automation: robotics (hardware automation) and software automation, Internet of things (IoT), augmented reality (AR), and virtual reality (VR)



Featured Course Elements

The Digital Transformation Canvas

The Digital Transformation Canvas is a five-point framework that helps you flesh out your digital initiatives, which are the basis of your digital road map.

- **Business problem or opportunity**
Identifying a business problem that can be solved or an opportunity that can be captured through a digital initiative.
- **Data**
Collating the data necessary for addressing the problem or opportunity.
- **Technology**
Understanding the technology that can be leveraged to address the problem or opportunity.
- **Organization**
Defining necessary organizational elements for the implementation of the technology.
- **ROI**
Articulating the return on investment (ROI) of your initiative comprehensively.

The Benefits, Assets, Threats, and Liabilities (BATL) Framework

The proprietary BATL framework is a tool to help leaders assess new ventures, whether they are internal or external.

Original Case Study

Innovation at Volkswagen: The Story of Digital: Lab by Professor Yossi Feinberg, Mitchel Scott, and Amadeus Orleans.

Capstone Project

Putting all of the elements into practice, you will define your goals, create a digital roadmap, flesh out the initiatives, and outline the next steps to support the implementation of this strategy—giving you a practical game plan to kick-start progress.

This Program Is Ideal for Professionals and Leaders Who Are:

- Building a strong digital culture across their organization, aiming to exceed customer expectations and achieve operational efficiencies to remain competitive through digital initiatives.
- Planning to initiate technical projects or who have stepped into roles that require a digital-first mindset for driving digital transformation in their departments.
- Exploring growth opportunities through digitization and aspiring to broaden their digital knowledge.



Modules

Module 1

Introduction to Digital Transformation

- Define digital transformation and its benefits, and identify examples in your industry.
- Describe the challenges faced by organizations attempting to digitally transform.
- Explain how digital transformation can lead to new business models.
- Identify business needs that can be solved through digital transformation.

Module 2

Data Kingdom

- Evaluate your familiarity with data.
- Explain how to leverage data to address a given business need.
- Identify ways to avoid common pitfalls that hinder data projects.

Module 3

Cloud Services and Data Analytics

- Evaluate the capabilities of cloud services to address business needs or capture new opportunities.
- Design a business experiment.
- Explain how to use data analytics and visualization to facilitate business decision making.

Module 4

Artificial Intelligence and Machine Learning

- Distinguish between three types of machine learning and their algorithms.
- Learn how machine learning could address business needs and opportunities.
- Discuss best practices and common pitfalls of artificial intelligence and machine learning implementation.

Module 5

Automation, NC/LC, IoT, AR, and VR*

- Explore the capabilities and limitations of technologies.
- Articulate the business values and trade-offs of implementing technologies.
- Identify opportunities for implementing automation in your organization.

Module 6

Organization and Execution

- Define short- and long-term strategic goals of digital transformation.
- Develop a digital transformation road map and evaluate digital initiatives.
- Formulate strategies to transform individual behaviors and organizational culture to support digital transformation.

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Faculty



Yossi Feinberg

The Adams Distinguished Professor of Management and Professor of Economics

Yossi Feinberg joined Stanford Graduate School of Business in 1998. Apart from being a recipient of the distinguished teaching award, he serves as an editor and reviewer for many leading economic journals. In addition to his academic achievements, Yossi has been a consultant for organizations in various industries, including technology, media, and healthcare. He is also the faculty director of Stanford Ignite, a global innovation program at Stanford Graduate School of Business.



Jonathan Levav

King Philanthropies Professor of Marketing

Jonathan Levav received his PhD in marketing from the Fuqua School of Business at Duke University and his AB in public and international affairs from Princeton University. He is the winner of the Hillel Einhorn Young Investigator Award, awarded biennially by the Society for Judgment and Decision Making. He is a two time winner of the Distinguished Teaching award. His work has been published in numerous academic journals, including the Journal of Marketing Research, Management Science, and Nature. In addition to his academic work, Jonathan serves as an advisor to many early-stage start-ups.



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